

SHINOY THOMAS

BRAND BUILDER

ABOUT ME

Over the past decade, and having worked with over 300 brands, I believe that brands are built inside out and a brand that starts as a vision can only be made reality by imagination and innovation which are driven by passionate people.

With brand partnerships I have learned that brand reputation and brand value is a healthy asset.

SKILL

Brand Strategy	<div><div></div></div>	85%
Brand Identity	<div><div></div></div>	90%
Comm Strategy	<div><div></div></div>	90%
Brand Marketing	<div><div></div></div>	75%
Brand Partnerships	<div><div></div></div>	90%

EDUCATION

DMI - Middle East

- Digital Marketing Bootcamp

South Asian University

- MBA -Marketing & Intl Business

Symbiosis International University

- BBA-IT

Multiple courses and certifications across coursera, Google, Linked in, etc and keep learning.

HOW TO REACH ME

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EXPERIENCE

Graffiti Collaborative

Brand Architect and Associate Creative Director

From 2010 till 2021

I have conceptualised, developed and executed work across brand touchpoints including brand identity, brand strategy, communication strategy, marketing collaterals, internal communication strategy, internal brand building across a variety of industries like fmCG, music and entertainment, fintech construction, aviation, service, urban farming to derive exceptional results.

Brand Identity & Brand Extensions :

Indigo xp
Capital Float
Vizury
Inlov
Vuclip
Atria power
Tech Mahindra
Deccan air

Brand Strategy & Brand Marketing :

Britannia good day
Urban Kisaan
Better Place
Strata
Diageo India
Wonderla
Moneyview
Tata Trusts
Aditya Birla Group corp comm